

## Premium Food For China Workshop

10.00am – 3.00pm  
6 April 2016  
The Mint, Sydney

Australia's processed food and beverage exports increased by 28 per cent in 2014-15 with strong increases in a range of food categories. This workshop will concentrate on the underlying consumer forces driving demand in China.

Attendees will consider the issues facing food and beverage companies beyond the dairy industry, with a particular emphasis on the current make-up of Australian Food & Beverage exports to China. Mr David Mahon, Director, Mahon China Investment will talk about the challenges in a steadily changing regulatory environment and new trends in local protectionism.

Despite these challenges, the overriding message is that quality food produced in safe, well-governed environments such as Australia and New Zealand will always have the trust of discerning consumers in China.

### About Mahon China

Mahon China was founded in 1985 by New Zealander David Mahon, and was a pioneer of private equity (PE) in the mainland. Mahon China managed four PE funds which achieved a net return of 34% for investors, and is currently General Partner of a fifth PE fund. Mahon China also advises multinationals and small/medium enterprises on their China strategies.

Their expertise includes China's agriculture, food & beverage, specialised manufacturing and services sectors. Mahon China draws from its own hands-on experience in making and managing investments in China to assist companies in developing and executing their strategies.



David Mahon, MD,  
Mahon China  
Investment  
Management, Beijing

- Development of China market entry and expansion
- Sector research and niche identification
- Assessment and establishment of Chinese teams
- Identification of partners
- Due diligence
- Fundraising
- Deal acquisition and structuring

<http://www.mahonchina.com/>

Registration Fee: \$150.00

This is a special and unique opportunity for participants to hear from a company with 30 years experience in the China market.

**Places are limited, so register now**

<https://www.eventbrite.com.au/e/premium-food-for-china-workshop-tickets-22751865442>

Time	Topic	Speaker
10.00am	Meeting Open	Gary Dawson, CEO, Australian Food and Grocery Council
10.05am	China-Australia Free Trade Agreement	Lisa McAuley, CEO, Export Council of Australia
10.35am	Q&A with Lisa McAuley	
10.45am	Consumer demand in China. Opportunities for Australasia	David Mahon
12.15pm	Lunch Break	
1.00pm	The politics of China's domestic food and beverage industry: part protectionism and partnerships	David Mahon
2.30pm	Q&A with David Mahon	
2.50pm	Meeting Summary	Jan Carey, CEO Infant Nutrition Council
3.00pm	Meeting Close	

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